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IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-17 in accordance with the following:

1. (CURRENTLY AMENDED) A method transmitting advertising information, comprising:
 - receiving position information from a mobile client;
 - determining a passage count of the mobile client in a predetermined advertising information transmission area in which the position information belongs and storing the passage count, the passage count including a number of times the mobile client passes within the predetermined advertising information transmission area; and
 - transmitting to the mobile client advertising information according to the passage count of the mobile client in the predetermined advertising information transmission area.
2. (CURRENTLY AMENDED) The method according to claim 1, wherein the advertising information according to the passage count of the mobile client in the transmission area is transmitted to the mobile client in response to reception from the mobile client of a request to transmit advertising information.
3. (CURRENTLY AMENDED) The method according to claim 1, wherein the advertising information is transmitted ~~in~~when the passage count of the mobile client has reached a predetermined value.
4. (CURRENTLY AMENDED) The method according to claim 1, wherein neighboring transmission areas are set up to overlap each other, and, in the overlapping portion of the transmission areas, advertising information according to the passage count of the mobile client in each of the overlapping transmission areas is transmitted in accordance with predetermined rules.

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5. (CURRENTLY AMENDED) The method according to claim 1, wherein the advertising information includes incentive information assigned to the mobile client according to the passage count.

6. (CURRENTLY AMENDED) The method according to claim 1, wherein, when the mobile client passes through the same transmission area two or more times within a predetermined period of time, the second passage and later are not counted.

7. (CURRENTLY AMENDED) The method according to claim 6, wherein, a second transmission of the advertising information is not sent when the mobile client passes through the same transmission area two or more times within a predetermined period of time, ~~the transmission of the advertising information according to the second passage and later to the client is omitted.~~

8. (CURRENTLY AMENDED) The method according to claim 1, wherein the transmission of advertising information to the mobile client is omitted ~~as~~ when instructed by the mobile client.

9. (CURRENTLY AMENDED) The method according to claim 1, wherein the transmission area is divided in transmission time periods, and a different piece of advertising information to be transmitted to the mobile client in the transmission area is registered for each transmission time period.

10. (CURRENTLY AMENDED) The method according to claim 9, wherein different pieces of advertising information according to the transmission area and the transmission time periods are transmitted to the mobile client.

11. (CURRENTLY AMENDED) The method according to claim 10, wherein ~~when the client is passing through the transmission area,~~ advertising information according to the passage count in ~~the~~ a corresponding ~~the~~ transmission time period is transmitted to the mobile client when the mobile client passes through the transmission area.

12. (CURRENTLY AMENDED) A computer-readable program recording medium recorded with an advertising information transmitting program which causes a computer to

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execute the processing, comprising:

- receiving position information from a mobile client;
- determining a passage count of the mobile client in a predetermined advertising information transmission area in which the position information belongs and storing the passage count, the passage count including a number of times the mobile client passes within the predetermined advertising information transmission area; and
- transmitting to the mobile client advertising information according to the passage count of the mobile client in the predetermined advertising information transmission area.

13. (CURRENTLY AMENDED) A method transmitting advertising information, comprising:

- setting up conditions assigning incentive information distinct from the advertising information in a predetermined advertising information transmission area;
- receiving position information from a number-plurality of mobile clients;
- determining the state of passage of each of the mobile clients in the predetermined advertising information transmission area in which the position information from the mobile clients belong, the state of passage including a number of times each of the mobile clients passes within the predetermined advertising information transmission area; and
- assigning the incentive information to the mobile client or clients that meet the conditions on the basis of the state of passage, the incentive information including an amount of award points based on the state of passage; and
- transmitting the incentive information including the amount of award points to the mobile client.

14. (CURRENTLY AMENDED) A method receiving advertising information, comprising:

- transmitting position information of a mobile client sequentially to a server;
- receiving from the server advertising information according to the count of passage by the mobile client through ~~that~~ a transmission area at that time, when passing through an advertising information transmission area in which the position belongs, the count of passage including a number of times the mobile client passes within the predetermined advertising information transmission area.

15. (CURRENTLY AMENDED) A computer-readable program recording medium recorded with an advertising information receiving program which causes a computer to execute

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the processing, comprising:

transmitting position information of a mobile client sequentially to a server;
receiving from the server advertising information according to the count of passage by the mobile client through ~~that a~~ transmission area at that time, when passing through an advertising information transmission area in which the position information belongs, the count of passage including a number of times the mobile client passes within the predetermined advertising information transmission area.

16. (CURRENTLY AMENDED) A method receiving advertising information, comprising:
transmitting position information of a mobile client sequentially to a server;
transmitting a request for transfer to the server;
receiving ~~the a~~ count of passage through a transmission area by the mobile client for the advertising information at the time of transmission of the transfer request or corresponding incentive information to the passage count, the count of passage including a number of times the mobile client passes within the predetermined advertising information transmission area; and
storing the received passage count or incentive information on a portable external storage medium.

17. (CURRENTLY AMENDED) A method receiving advertising information, comprising:
receiving a transmission area management database which defines transmission areas for advertising information;
retrieving from the database a count of passage through ~~the a~~ transmission area through which ~~it a~~ mobile client is passing based on position information of ~~a the~~ mobile client, and
storing the count of passage, the count of passage including a number of times the mobile client passes within the predetermined advertising information transmission area;
transmitting to the server a request for transmission of advertising information and the passage count; and
receiving from the server advertising information ~~according to~~ including award points based on the passage count in the transmission area at time of the transmitting.